

# Marketing Campaign Analysis

Demographic Data

Age Range

Marketing Campaign

Campaign 6

Campaign 6

15.4%

Response Rate %

Response Rate by Campaign

6.6%

Campaign 1

1.3%

Campaign 2

7.5%

Campaign 3

7.7%

Campaign 4

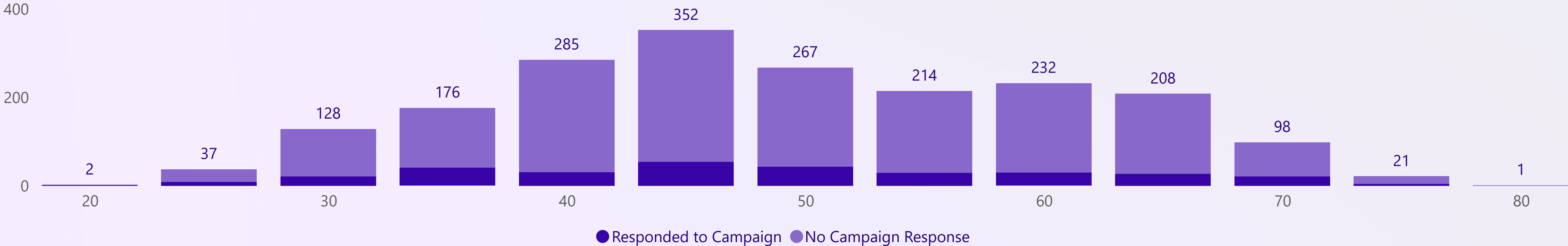
7.2%

Campaign 5

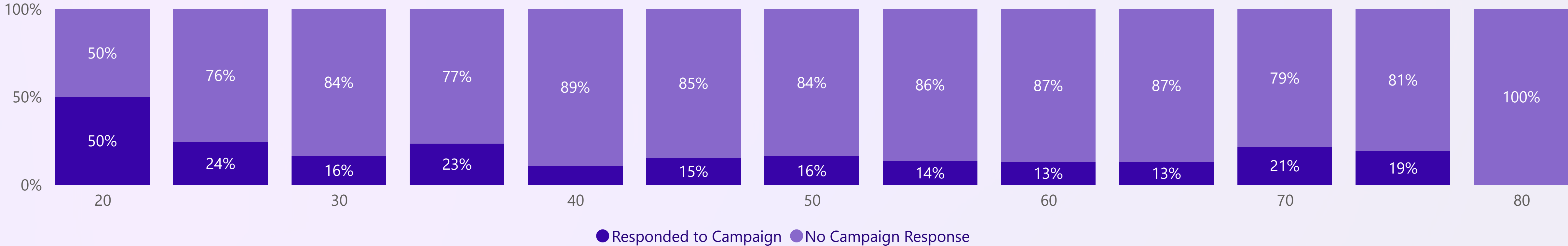
15.4%

Campaign 6

Number of People Campaign 6 Reached by Age

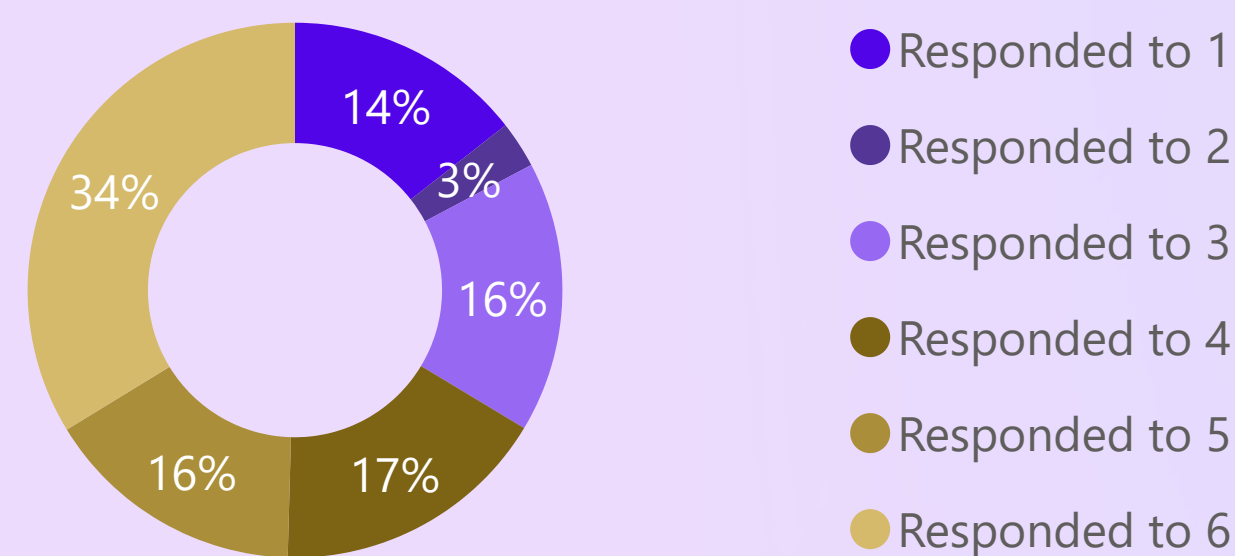


Response Rate to Campaign 6 by Age

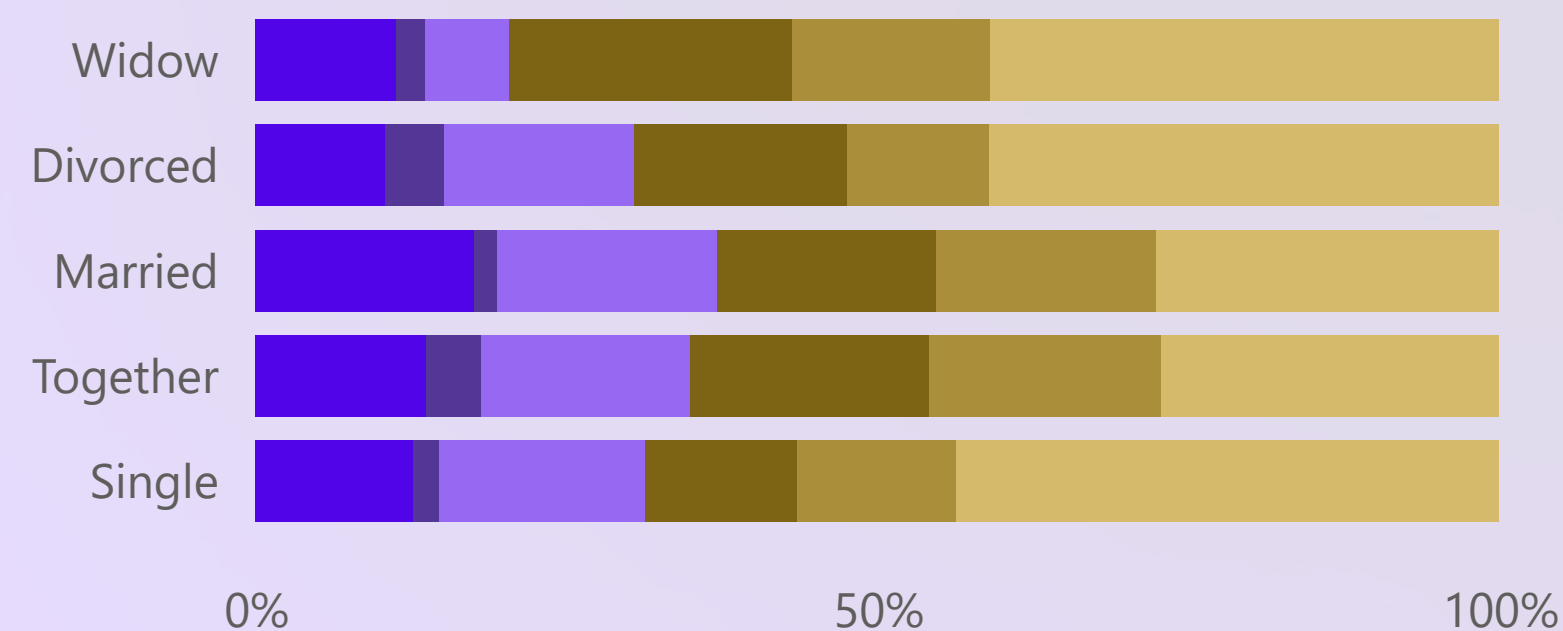


# Marketing Campaign Comparative Effectiveness by Demographics with a Minimum Reach of 30

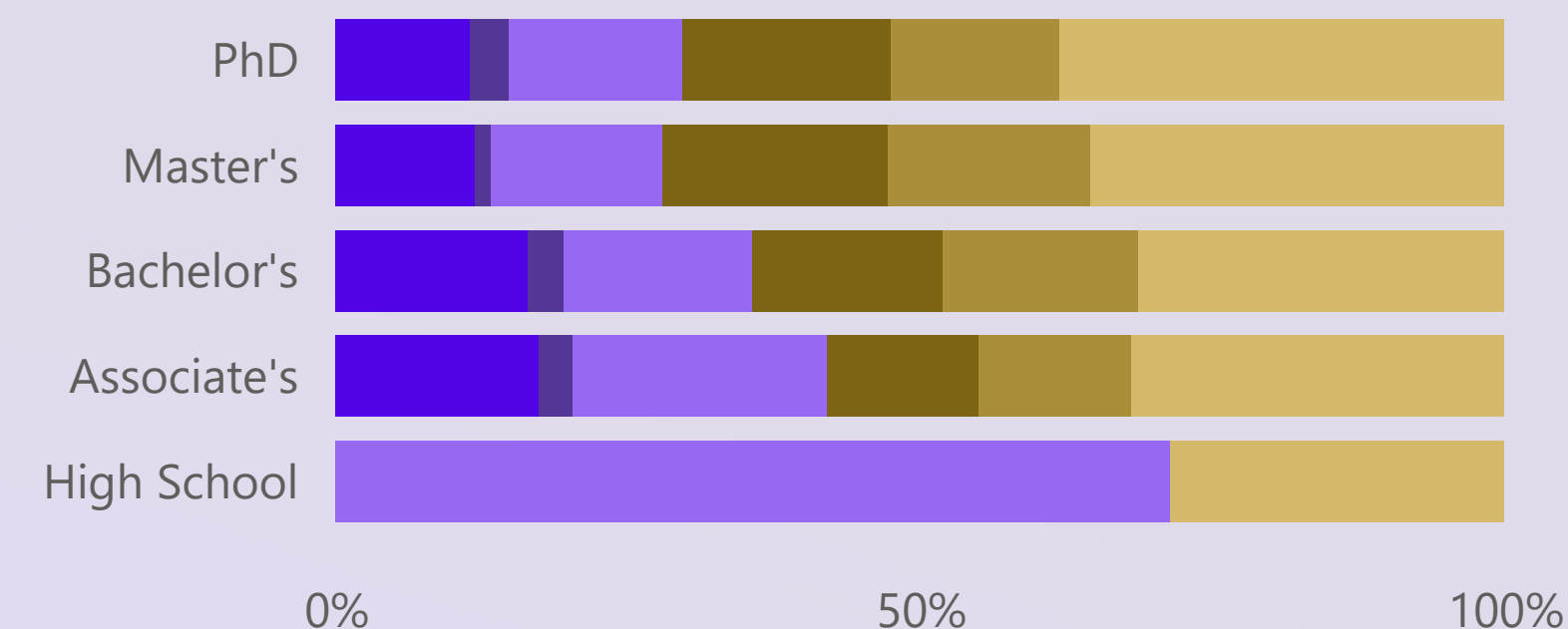
Overall Campaign Effectiveness



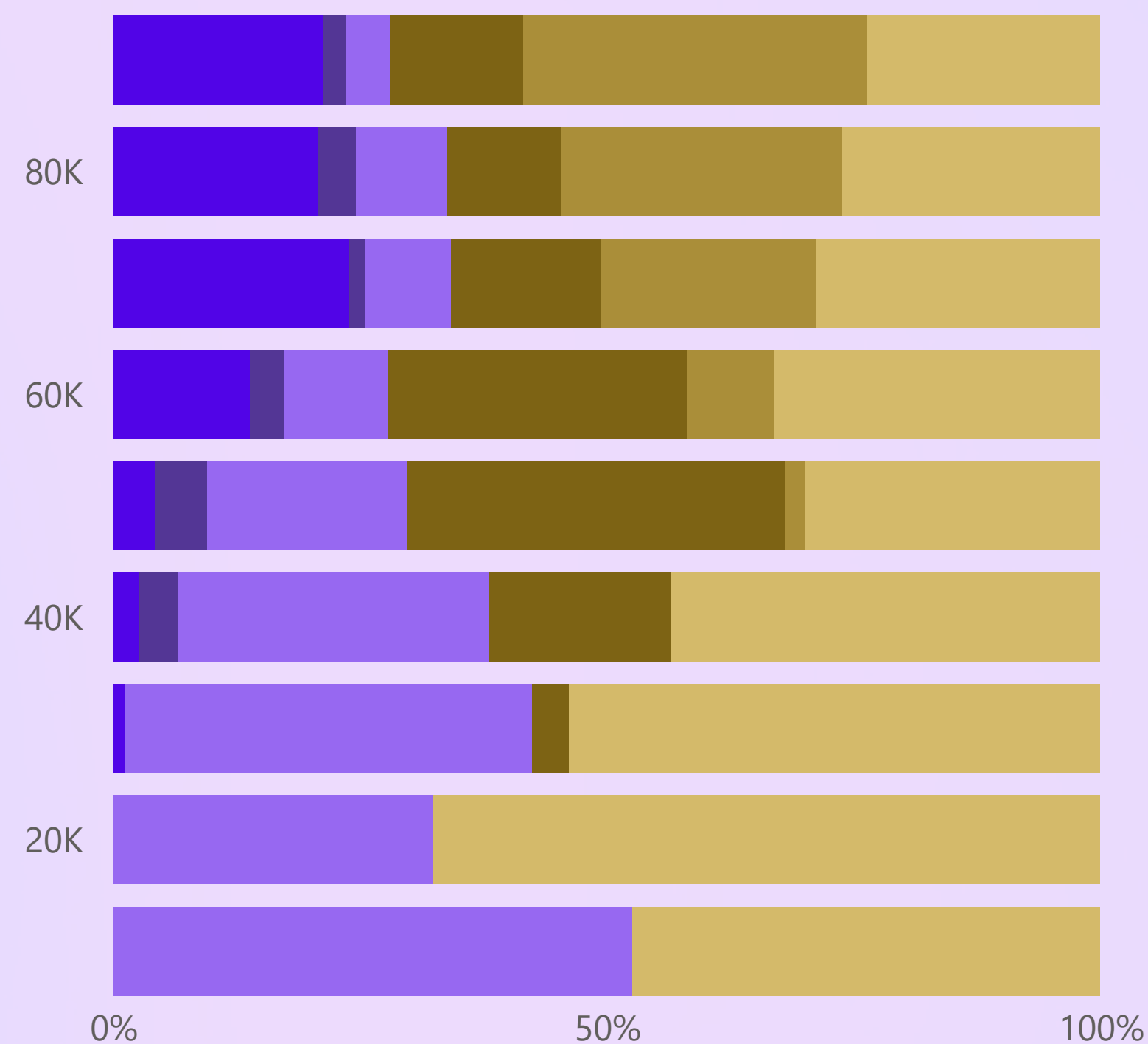
Campaign Effectiveness by Marital Status



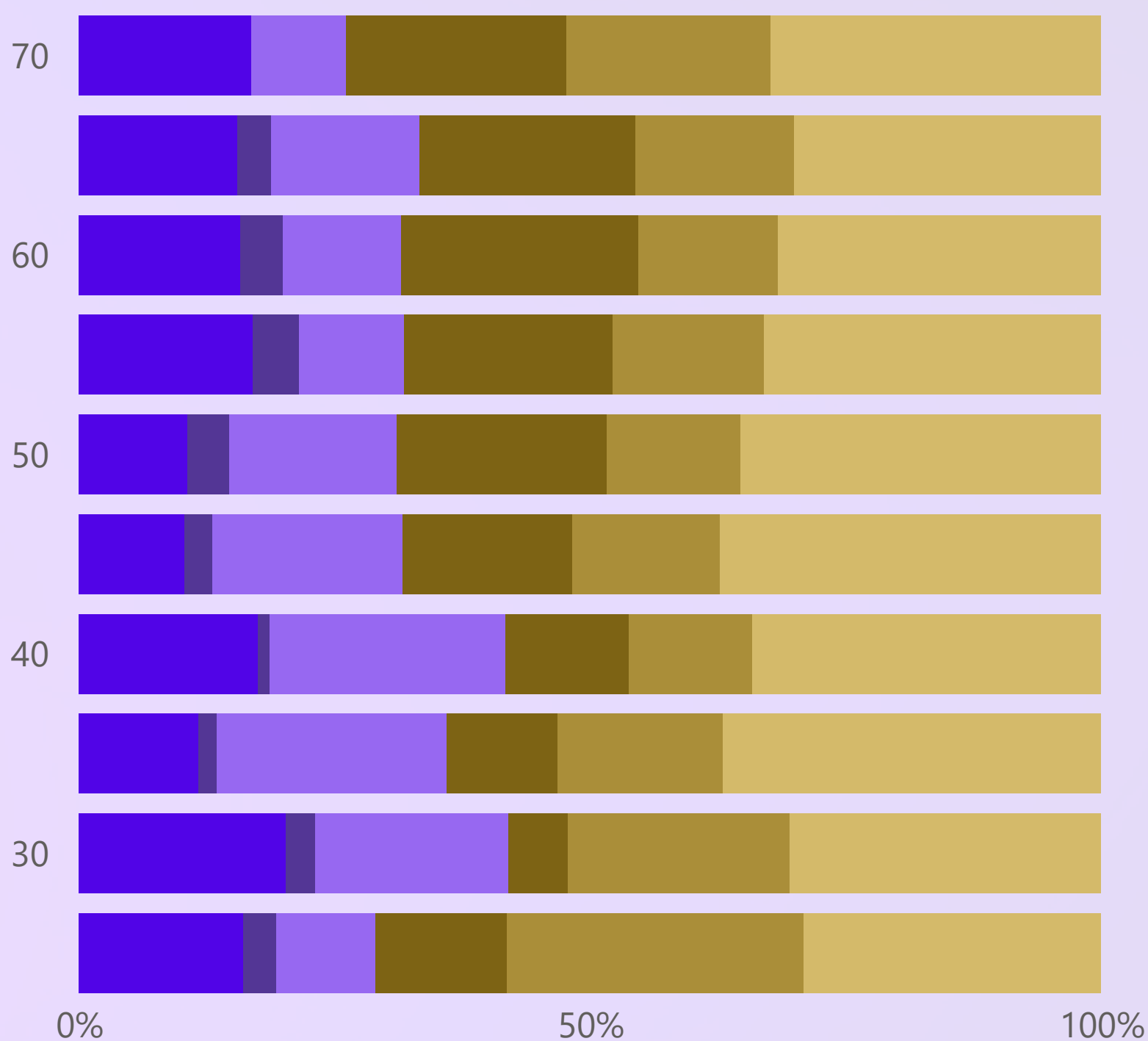
Campaign Effectiveness by Level of Education



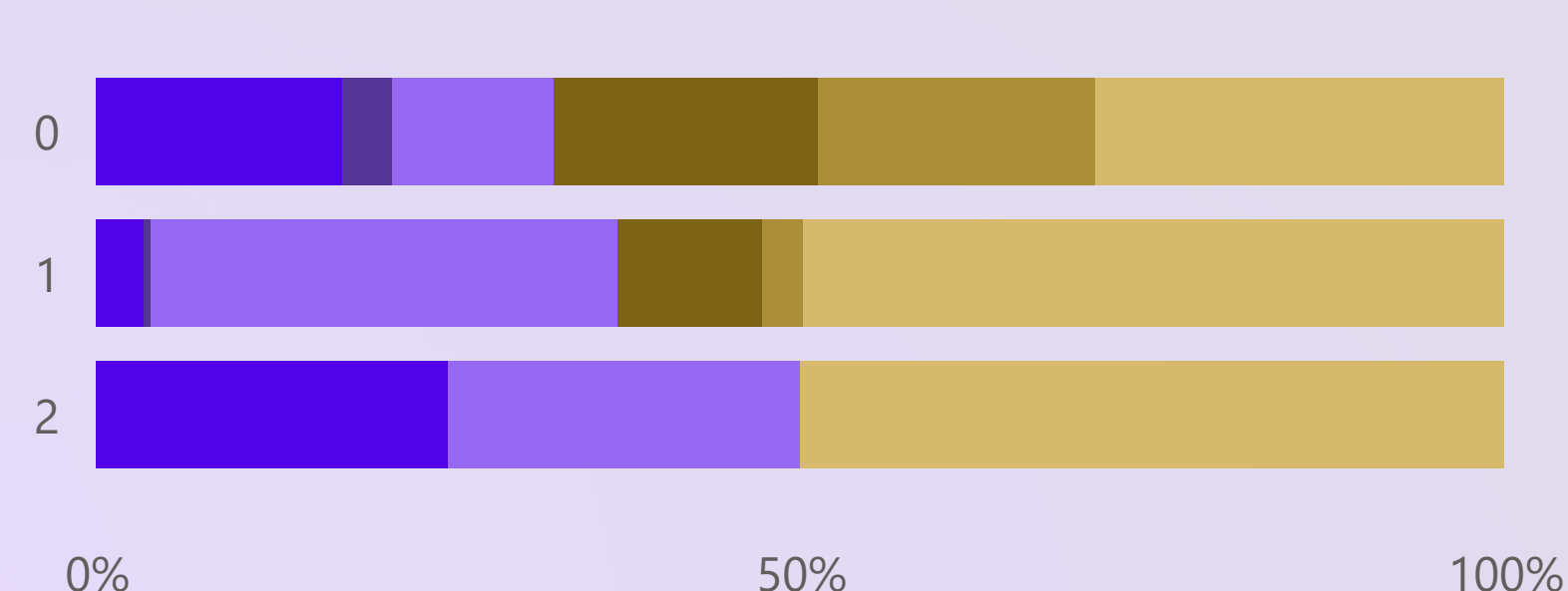
Campaign Effectiveness by Level of Income



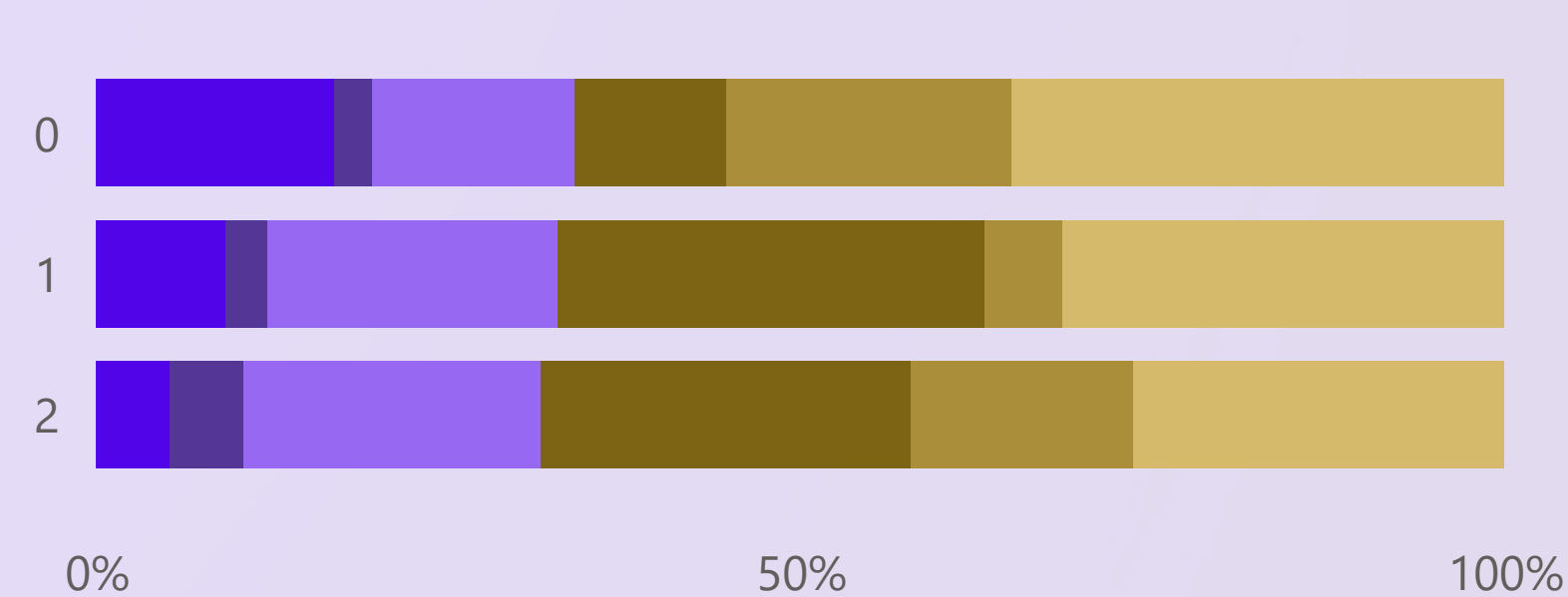
Campaign Effectiveness by Age



Campaign Effectiveness by Number of Young Kids



Campaign Effectiveness by Number of Teens

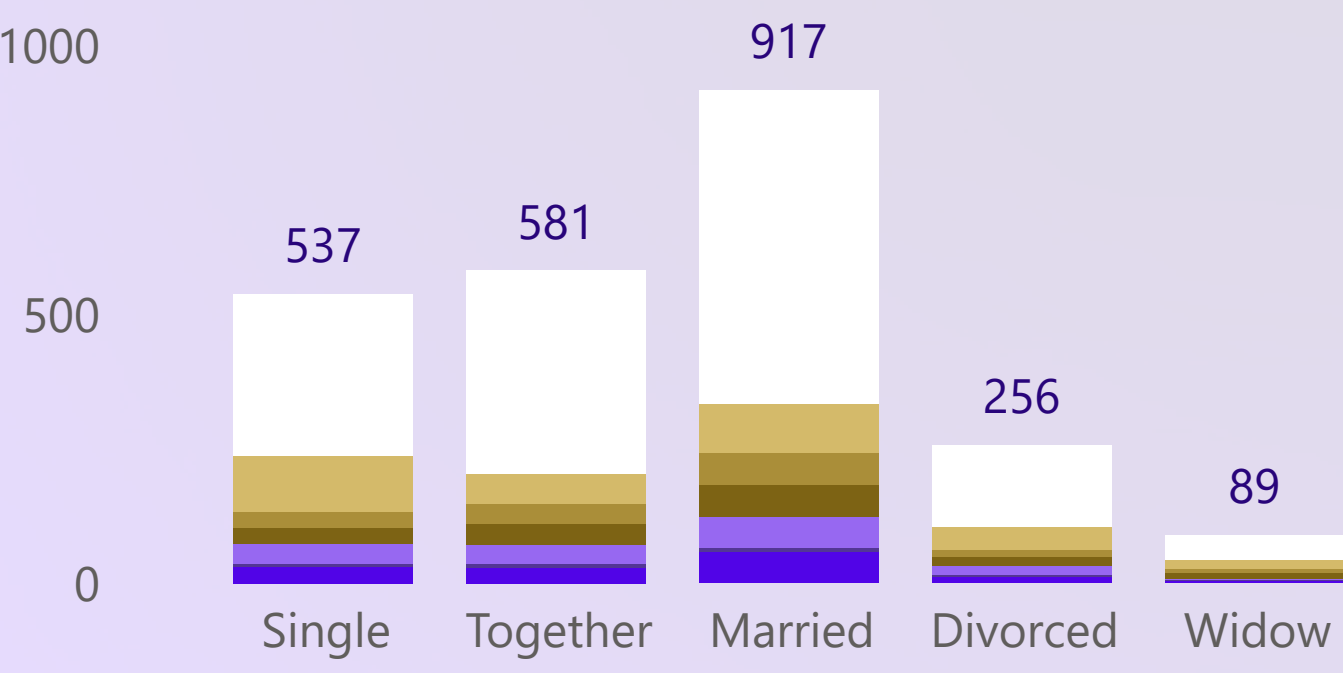


# Marketing Campaign Reach & Effectiveness by Demographics

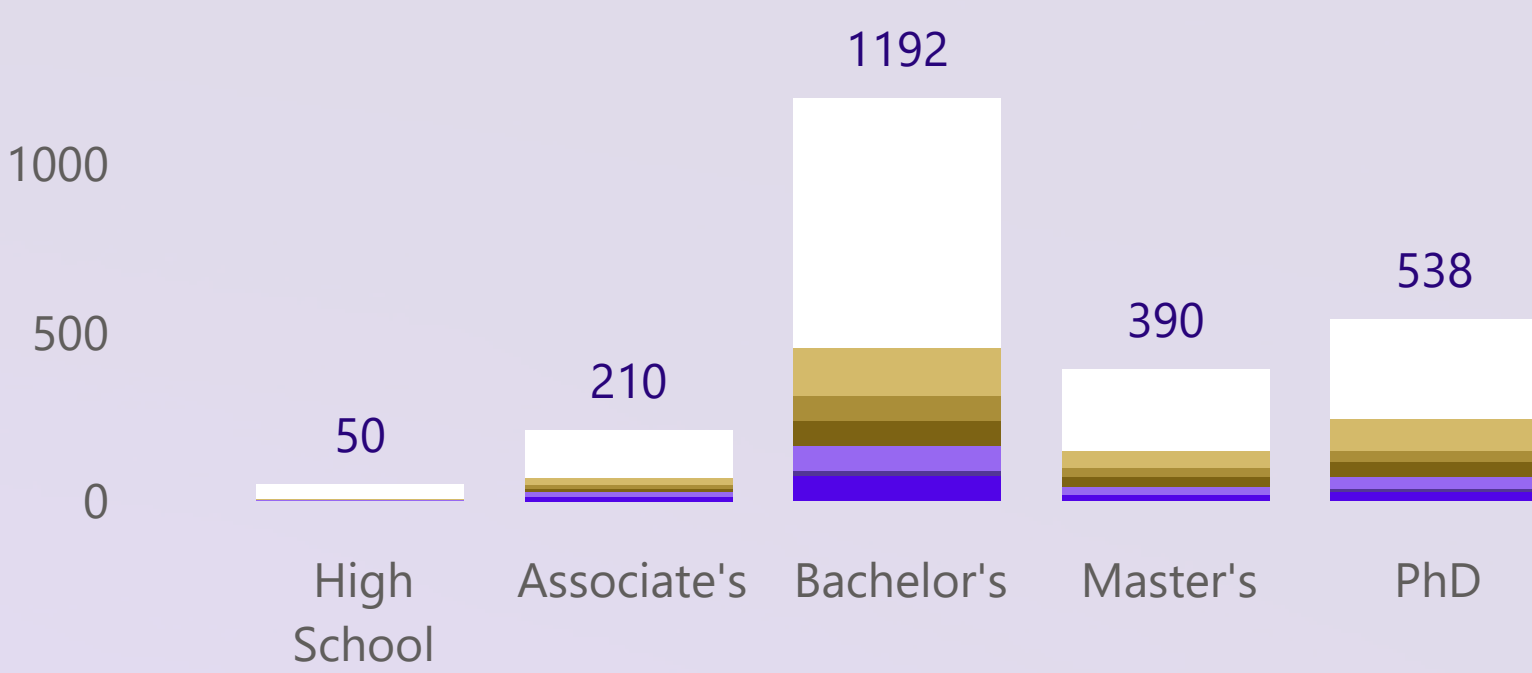
Overall Responses to Marketing Campaigns



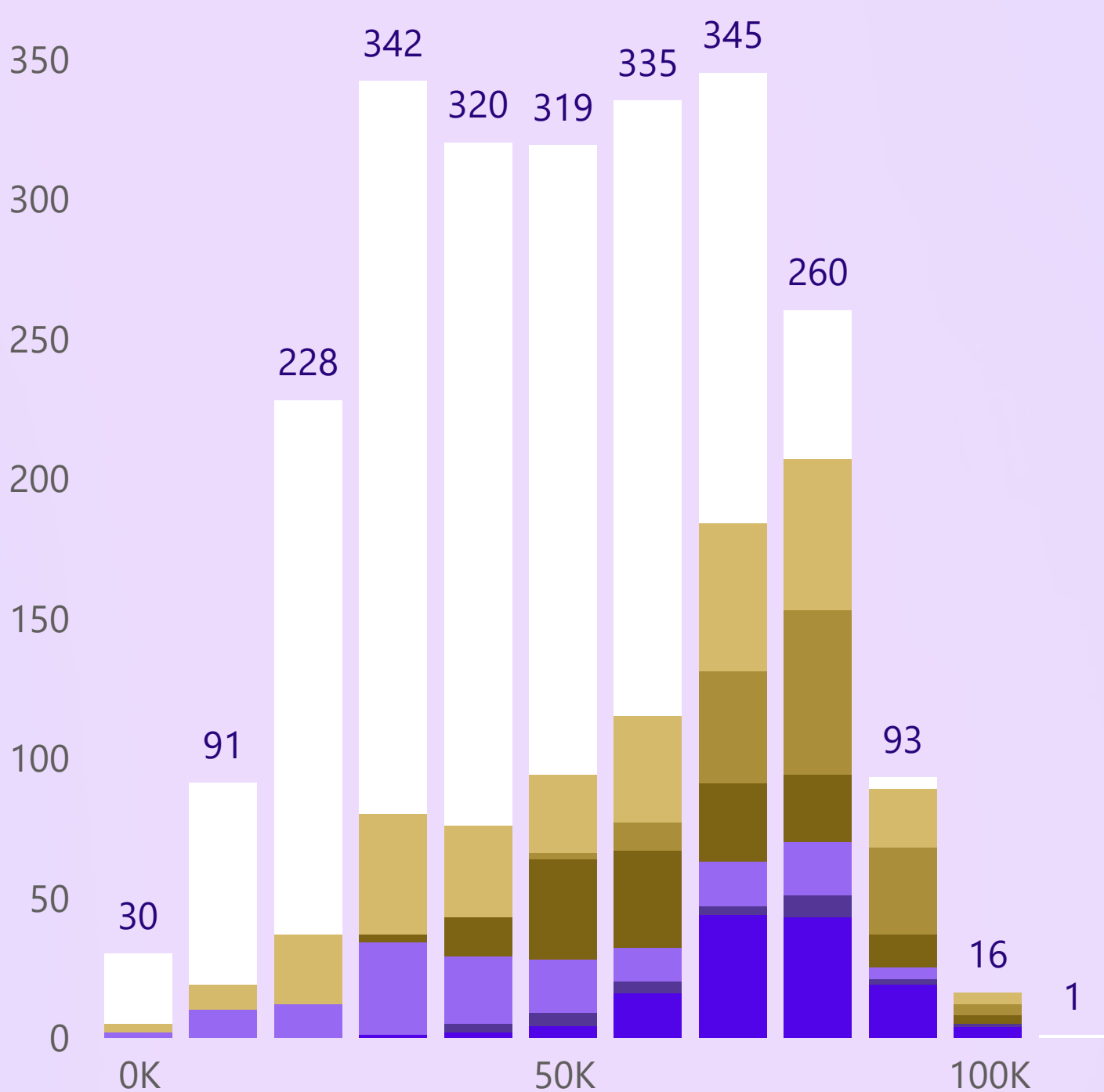
Campaign Responses by Marital Status



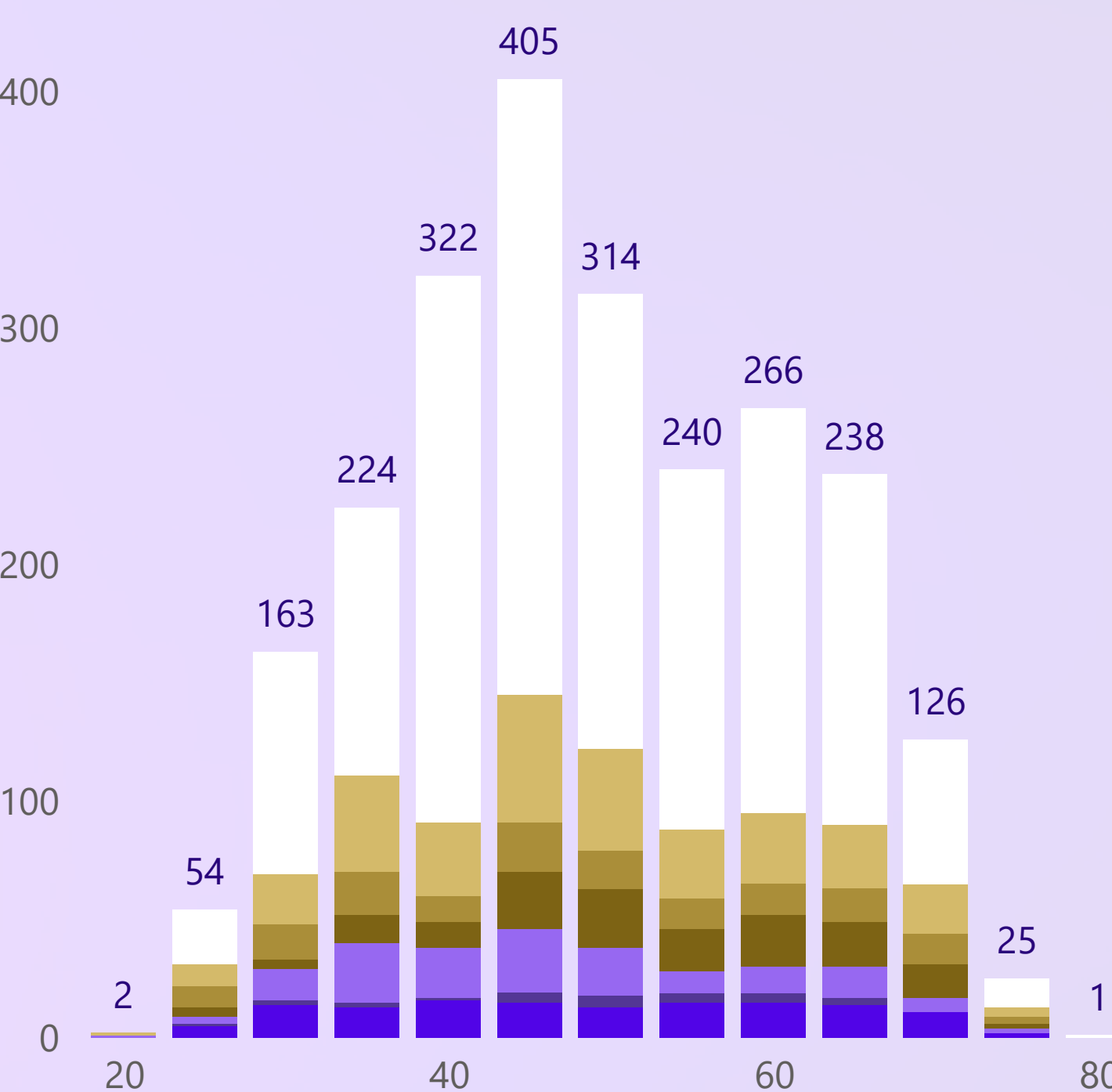
Campaign Responses by Level of Education



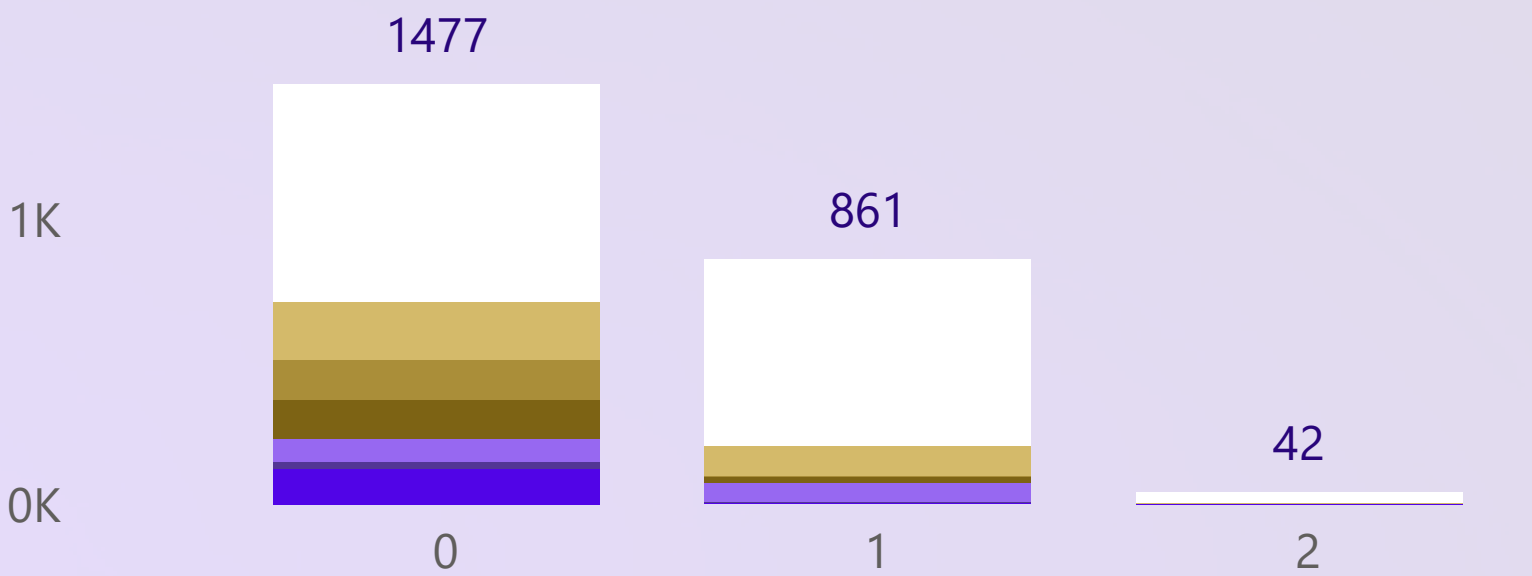
Campaign Responses by Level of Income



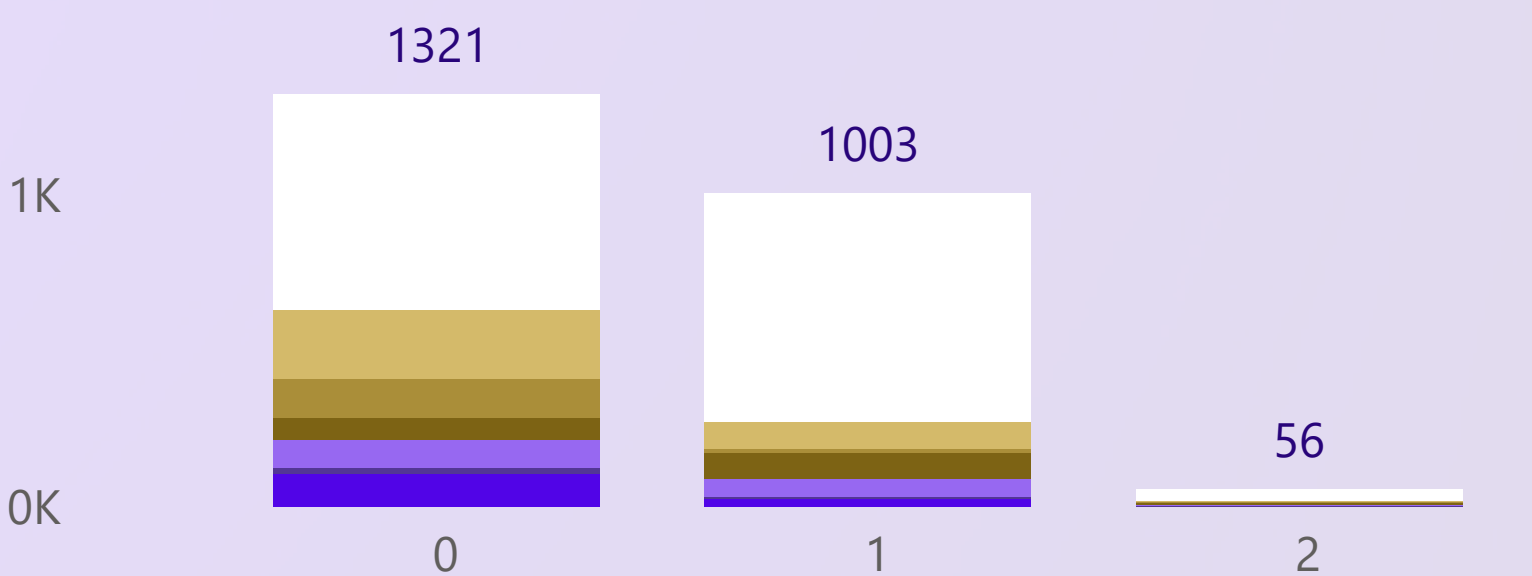
Campaign Responses by Age



Campaign Responses by Number of Young Kids



Campaign Responses by Number of Teens



# Correlation Matrix

Customer Attribute	Responded to Campaign 1	Responded to Campaign 2	Responded to Campaign 3	Responded to Campaign 4	Responded to Campaign 5	Responded to Campaign 6
Responded to Campaign 1	1.00	0.18	0.10	0.24	0.41	0.30
Responded to Campaign 2	0.18	1.00	0.07	0.28	0.22	0.18
Responded to Campaign 3	0.10	0.07	1.00	-0.08	0.08	0.25
Responded to Campaign 4	0.24	0.28	-0.08	1.00	0.30	0.17
Responded to Campaign 5	0.41	0.22	0.08	0.30	1.00	0.32
Responded to Campaign 6	0.30	0.18	0.25	0.17	0.32	1.00
Age	-0.01	0.00	-0.07	0.07	-0.02	-0.03
Children in House	-0.24	-0.08	-0.02	-0.09	-0.29	-0.18
Young Kids in House	-0.19	-0.09	0.01	-0.17	-0.21	-0.08
Teenagers in House	-0.15	-0.03	-0.04	0.04	-0.19	-0.16
Education - High School	-0.04	-0.02	0.02	-0.05	-0.04	-0.05
Education - Associate's	0.00	-0.01	0.01	-0.03	-0.03	-0.03
Education - Bachelor's	0.03	0.01	-0.01	-0.01	0.01	-0.04
Education - Master's	-0.02	-0.03	-0.02	0.02	0.01	0.01
Education - PhD	0.00	0.03	0.01	0.04	0.02	0.08
Income	0.35	0.11	-0.01	0.23	0.41	0.18
Marital - Single	0.00	-0.01	0.03	-0.02	-0.01	0.12
Marital - Together	-0.03	0.02	-0.02	0.00	0.01	-0.07
Marital - Married	0.03	-0.04	0.00	0.00	0.01	-0.08
Marital - Divorced	-0.02	0.03	0.00	0.01	-0.02	0.04
Marital - Widow	0.00	0.00	-0.02	0.05	0.02	0.05
Catalog Purchases	0.33	0.11	0.11	0.14	0.34	0.23
Store Purchases	0.19	0.09	-0.07	0.18	0.22	0.03
Web Purchases	0.16	0.04	0.04	0.17	0.14	0.15
Deal Purchases	-0.13	-0.04	-0.02	0.02	-0.19	0.00
Monthly Web Visits	-0.20	-0.01	0.06	-0.03	-0.27	-0.01
Spent on Fish	0.27	0.00	-0.01	0.01	0.19	0.10
Spent on Meat	0.33	0.05	0.02	0.08	0.39	0.25
Spent on Groceries	0.25	0.04	0.04	0.03	0.25	0.13